RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #281200
Ms. N. Hibbert
HIBBERT & McGEE, INC.

JULY: WINSTON $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Nancy:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 60 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. ***(Note: This is not 'pre-sleeved' product.)*** All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
2	*Winston Box*	12300-25379
4	*Winston Light Box*	12300-25380
2	*Winston Ultra Lt Box*	12300-25381

Product / Premium Arrival:	**June 29, 1998**
Ship Date to Retail:	**Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE:	**1.6113**
SKU WT (w/o Product):	**3.2200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Cartons**
EFT $ Amount:	**$2,120.94**

PARTNERS 'BONUS' REPORTING DESCRIPTION	WIN_JUL_$1/2_PKS

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Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:
1 Carton: *Winston Box*
2 Cartons: Winston Light Box
1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (8 (6M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: B. Cook
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

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WHOLESALER : 281200 HIBBERT & MCGEE, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	163829	665917	WALT'S GAME ROOM	18 MALLETTS BAY A	WINOOSKI	VT	05404	3				(802)654-8003
163801	163827	113726	CURRIERS MARKET	MAIN STREET	GLOVER	VT	05839	1				(802)525-3822
163801		433863	CORNER BROOK GENERA	ROUTE 2	MARSHFIELD	VT	05658	1				(802)426-3429
163801		595922	QUARRY HILL QUICK S	RR 2 BOX 4389	BARRE	VT	05641	1			137	(802)476-8524
163801	163827	034813	ONE-STOP MINI MART	89 MAIN ST	NEWPORT	VT	05855	1				(802)334-2416
163801	163828	639423	QUALITY MARKET	155 WASHINGTON ST	BARRE	VT	05641	1			14134	(802)476-3401
163801		689446	ORLEANS GENERAL	72 MAIN ST	ORLEANS	VT	05860	1			428	(802)754-6365
163801		689129	ROLAND & SON	RTE 14	SOUTH BARRE	VT	05670	1				(802)476-6066
163801		113875	RAY'S MEATS	VILLAGE SQUARE	IRASBURG	VT	05845	1			140	(802)754-6591
163801	163829	195683	WATERBURY BEVERAGE	46 S MAIN ST	WATERBURY	VT	05676	1				(802)244-5369
163801	163829	114083	CRACKER BARREL	RT 15	ESSEX CENTER	VT	05451	1				(802)878-8517
163801	163828	114119	MOUNTAIN RD MKT	344 MOUNTAIN RD	STOWE	VT	05672	1				(802)253-7010
163801	163828	114121	TOMLINSON'S STORE	BRIDGE ST	MORRISVILLE	VT	05661	5				(802)888-2694
163801	163828	381204	M & M BEVERAGE #02	12 MAIN ST	MONTPELIER	VT	05602	2		3598-0000		(802)229-9042
163801	163828	381213	M & M BEVERAGE #05	545 N MAIN ST	BARRE	VT	05641	1		3598-0000		(802)479-9040
163801	163828	425670	M & M BEVERAGE #04	370 SO BARRE RD	SOUTH BARRE	VT	05670	1		3598-0000		(802)479-2045
163801	163829	448637	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGT	VT	05403	1				(802)863-8058
163801	163828	490439	MAPLEWOOD D LIMITED	BERLIN 4 CORNERS	BERLIN	VT	05641	1				(802)229-5291
163801	163827	549705	LYNDONVLLE REDEMPTN	HCR 68	LYNDONVILLE	VT	05851	2				(802)626-8348
163801	163827	553297	DERBY CORN MINI MAR	RTE 5/MAIN ST	DERBY	VT	05829	1		2794-0200		(802)766-5141
163801	163827	556580	EAST MAIN MINI MART	1045 E MAIN ST	NEWPORT	VT	05855	1				(802)334-8460
163801	163828	571244	BARRE ST. BEVERAGE	79 BARRE ST	MONTPELIER	VT	05602	1				(802)223-2330
163801	163827	584573	COLES DISCOUNT BEV.	113 PORTLAND ST	SAINT JOHNSBUR	VT	05819	3				(802)748-4866
163801	163828	615885	DJ'S CORNER STORE	RT. 15 & 100C	JOHNSON	VT	05656	1				(802)635-7585
163801	163828	652905	GRANITEVILLE GENERA	MAIN ST.	GRANITEVILLE	VT	05654	1			J 272	(802)476-508
163801	163829	704049	WAGGY'S DELI	98 NORTH AVE	BURLINGTON	VT	05401	3				(802)863-4862
163801	163828	714935	M&A ENTERPRISES LTD	DBA M&M BEVERAGE	HARDWICK	VT	05843	1		2794-0200	483	(802)472-6881
163801	163827	749253	ORLEANS ONE STOP	115 MAIN ST	ORLEANS	VT	05860	1				(802)754-6568
163801	163828	759699	KWIK STOP & DELI	WOLCOTT STREET	HARDWICK	VT	05843	1				(802)472-6460
163801	163827	760597	COLE'S MARKET	52 MAIN ST	ORLEANS	VT	05860	1				(802)754-6015
163801	163828	760768	PARKER'S QUICK STOP	15 BERLIN ST	MONTPELIER	VT	05602	1				(802)229-9538
163802		528038	TRACY'S STATION	N. MAIN ST.	SHARON	VT	05065	1				(802)763-8177
163802		685723	FALL'S GENERAL STOR	RTE 12	NORTHFIELD FAL	VT	05664	1				(802)485-8044
163802	163829	048330	DAYTON'S STORE	RT 116	EAST MIDDLEBUR	VT	05740	1				(802)388-3304
163802		816641	BRADFORD VILLAGE ST	PO BOX 347	BRADFORD	VT	05033	1				(802)222-4617
163802		204352	BUDZYN'S MARKET	RTE 12A	BRAINTREE	VT	05060	1				(802)728-9901
163802	163828	114238	RICHARDSONS STORE	MAIN ST	BETHEL	VT	05032	1				(802)234-9570
163802	163828	381203	M & M BEVERAGE #01	SALISBURY ST	RANDOLPH	VT	05060	1		3598-0000		(802)728-9197
163802	163828	490437	MCCULLOUGHS QUIKSTO	RTE. 107	ROYALTON	VT	05068	1				(802)234-6260
163802	163828	760419	RINKER'S MOBIL	RTE 66	RANDOLPH	VT	05060	1		2794-0200		(802)728-3642

PAGE BREAK TOTAL ACCOUNTS 40 TOTAL QUANTITY 52

TEMPLATE TOTAL ACCOUNTS 40 TOTAL QUANTITY 52

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WHOLESALER PACKING INSTRUCTIONS

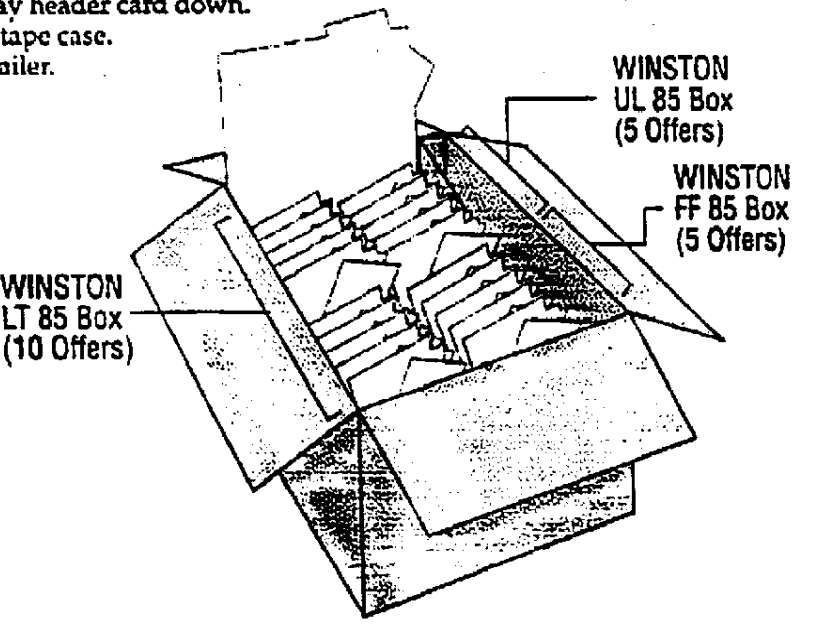
VALUE ADDED PROMOTION | **3RD QTR.'98**

July Winston $1 OFF 2 Packs

(Winston Buy 2 Packs Get $1 Off)

STEPS

1. Open WINSTON $1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. *(10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.)* DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN_JUL_$1/2_PKS

Brand Style:	Box	LT Box	ULT LT Box			
Number of Cartons:	1	2	1			

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PTD/IN-US

$1.00 off with 2-pack purchase.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

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